

Message Text

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13

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 RSC-01 PER-01 SS-15 MMS-01 SP-02

ABF-01 /038 W

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R 261035Z JAN 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 9973

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMCONSUL CASABLANCA

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANAA

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

C O N F I D E N T I A L JIDDA 0580

STADIS////////////////////////////////////

E.O.: 11652: GDS

TAGS: APER, BEXP

SUBJ: PLACEMENT OF RTDO AND DEPUTY

REF : STATE 15785

BEGIN SUMMARY: SAUDI ARABIA IS LARGEST MARKET IN
ARAB STATES AND ONE OF LARGEST IN WORLD IN TERMS OF
GROWTH. NEED FOR ADDITIONAL AMERICAN STAFF IN SEVERAL
POSTS IN THIS AREA IS ACKNOWLEDGED, BUT THE SPECIAL
NATURE OF THE SAUDI MARKET AND ITS DIFFICULTIES
WOULD SEEM TO MAKE IT MORE LOGICAL TO ESTABLISH
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AT LEAST ONE REGIONAL DEVELOPMENT OFFICER POSITION

WITHIN THE KINGDOM. END SUMMARY.

1. THERE IS NO DOUBT THAT REGIONAL TRADE OFFICE IN BEIRUT HAS BEEN USEFUL ADDITION TO COMMERCIAL PROGRAMS IN THE KINGDOM. BOTH AS ADVANCE MAN FOR SOME OF THE MISSIONS AND FOR HELP ON SPECIFICS OF THE COUNTRY COMMERCIAL PROGRAM, REGIONAL TRADE OFFICER HAS PROVED HIS WORTH.

2. AT SAME TIME, IT IS APPARENT TO US THAT A REGIONAL OFFICER IN BEIRUT IS NOT AS USEFUL AS UTILIZING THE SAME POSITION WITHIN THE KINGDOM FOR REGIONAL TRADE DEVELOPMENT. RE PARA 2 REFTTEL, WE WOULD URGE THAT CONSIDERATION BE GIVEN TO ESTABLISHING A REGIONAL OFFICE IN SAUDI ARABIA. THE INCUMBENT WOULD BE RESPONSIBLE FOR IDENTIFYING AND FOLLOWING UP ON COMMERCIAL OPPORTUNITIES IN THE PENINSULA AND ON TRIANGULAR INVESTMENT PROJECTS PARTICULARLY IN EGYPT, THE SUDAN, AND YEMEN.

3. SUPPORT FOR THE SPECIAL TRADE PROMOTION EVENTS COULD BE MOUNTED FROM BEIRUT OR EVEN FROM WASHINGTON. OUR NEED HOWEVER IS NOT JUST FOR ADVANCE WORK BUT FOR SOME CONTINUITY OF EFFORT AND FREEDOM OF ACCESS THAT CAN ONLY BE REALLY ACCOMPLISHED BY A RESIDENT PERSON.

4. WE BELIEVE THAT OUR REQUESTS FOR AN ASSISTANT COMMERCIAL OFFICER (JIDDA A-91) SHOULD TAKE PRECEDENCE OVER A DEPUTY REGIONAL TRADE DEVELOPMENT OFFICER. HOWEVER, WE WOULD CERTAINLY WELCOME THE ASSIGNMENT OF A WORKING LEVEL REGIONAL OFFICER IN JIDDA IF ADEQUATE FUNDING WAS GIVEN FOR A SUITABLE BUSINESS INFORMATION CENTER AND FOR HIRE OF REQUISITE ADDITIONAL LOCAL STAFF.
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